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Sosland Publishing Co.
Kansas City, Mo.

COVER PHOTOGRAPHY:
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SUPERMARKET BUSINESS Magazine (ISSN 0196-5700) is published monthly by Fieldmark Media, Inc., 25 W. 43rd St., New York, N.Y. 10036. Telephone: (212) 354-5169. Circulated free of charge to grocery retailers and wholesalers. U.S. subscriptions $30 per year; Canada, $35 per year. Foreign subscriptions $45. Single copies $3 except Consumer Expenditures Study (September issue) $15 per copy. (Discount prices available on multiple purchases.) Copyright © 1982 Fieldmark Media, Inc. All rights reserved. Second class postage paid at New York, N.Y., and additional mailing offices.

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SUPERMARKET BUSINESS

FORMERLY SUPERMARKETING

VOLUME 37
NUMBER 12
DECEMBER 1982

Super Stop & Shop, Shelton, Conn.

Food Mart, Greenfield, Mass.

PAGE 8
STOP & SHOP AND FOOD MART—WORLDS APART WITHIN 80 MILES
Super Stop & Shop (Shelton, Conn.) combines an upscale approach to service food departments with heavy GM and discount store influence. The Holyoke (Mass.) Food Mart's philosophy is that of a big, big supermarket offering value, price, and variety.

PAGE 15
ELECTRONIC ARTICLE SURVEILLANCE: NEW WAY TO PUT A CRIMP IN SHOPLIFTING
If it works for soft goods retailers, why shouldn't it work for supermarkets? Eager to reduce shoplifting—estimated to run between .5 and .9 percent of sales, and virtually unstoppable—some chains are installing the recently developed EAS systems. Results look promising, even though some problems have yet to be solved.

PAGE 18
SCAN DATA COMING TO CIGARETTES—SLOWLY
With merchandising options growing and cost of inventory increasing, supermarkets with access to scanning data owe it to themselves to consider the options available to improve the performance of the cigarette department. Long-term persistance of RDA and problems of shrink are reasons given by supers for holding back. But now that a few committed chains are proving it can be done, others are beginning to take notice.

PAGE 21
NONFOODS BUSINESS: A TALK WITH GEORGE NOVICOFF
George Novicoff's background of involvement with GM/HBA gives him uncommon credentials as an observer of where we are now. As he leaves his GM post at Certified for a new challenge, he points out several recent developments that pave the way for new supplier, retailer, and distributor inroads in 1983.

OTHER FEATURES AND COLUMNS

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Poison Scares Hurt Some HBA Categories

But the Roof Has Not Caved In

The news of the deaths in Chicago caused by the insidious lacing of Tylenol Extra Strength capsules was first announced on September 30, right smack in the middle of a SAMI reporting period. In the days that followed, injuries were reported involving products in three other product categories where packages had been tampered with by people with sick minds who seemed to be coming out of the woodwork during the month of October. In addition to internal analgesics, where three brands were slipped a mickey, there were tampered packages in the mouthwash, nasal spray, and eye care product categories.

It will not be until the four weeks ending November 12 that a full 28-day period of sales subsequent to the Tylenol publicity can be analyzed and evaluated.

This month's HBA tour starts off on the baby needs shelves, where no evidence of a reported slightly increased birth rate is seen. (If the professional football strike continues, an upsurge in tiny tots may take place next July.) The only category with continuing growth is nursing supplies—such items as nipples, breast pumps, pacifiers and the like. Sales of infant clothes are running modestly ahead of the year-ago period.

Moving on to deodorants, we see that sticks are still showing growth, but sprays have come alive as a result of the national launching of Lever Bros.' new Impulse Body Spray for women. Roll-ons and creams continue to lose volume, but deodorants and talcum powders and foot deodorants and athlete's foot remedies gained share in this group.

For the third straight period, both first aid antiseptics and first aid products (bandages, gauze, cotton, etc.) were in the plus column. Among hair care needs, the only current encouragement is found in the two smallest volume categories, hair setting needs and home permanent kits.

New line extensions of small volume brands account for the uptrend of hair setting needs, and the national roll-out of Clairol Kindness Home Permanents was the difference between a plus and a minus in this product group. Elsewhere, hair care products are not benefitting from a proliferation of high-volume new product introductions as was true in the waning months of 1981.

Dentures were receiving better care than natural teeth in the October reporting period, although adhesives lost a little ground. The national launching of Block Drug's Promise Toothpaste, the continued strong performance of anti-smoking-stain Topol, and a major jump in volume for Colgate Dental Cream did not provide enough additional unit volume to push the entire category upward. Breath fresheners represent a low-volume category and even a double-digit dip of 15.7 percent did not translate to many sales dollars. Mouthwashes registered a tiny gain in spite of the Lavoris tampering episode.

We had been observing midsummer off-season triumphs among cold remedies, but noses stopped running between mid-September and mid-October. It is probable that some of the weakness for cold tablets and nasal sprays stems from the tampering scares. This factor would also help to account for the reduced rate of gain for eye care products, since Visine is the leading brand in this category and was the victim of terrorist tampering.

Shavers treated their faces better than their teeth or the hair on their heads, and the shaving needs product group increased over a million units—or 5.9 percent—versus the comparable year-ago period. However, razor sets and both before- and after-shave lotions took a beating.

Except for a late-season upsurge among suntan creams and lotions, all other categories of skin care aids plummeted, but it should be kept in mind that year-ago category volume of hand and body creams and lotions was inflated by the new product introductions of Soft Sense, Vaseline Dermatology Formula, and Jergens Lanolin Lotion. A year ago, Gillette's new Silkience moisturizing cream and lotion and Aapri were expanding the volume in the facial preparation category.

Some of the trends in this reporting period might have been expected for reasons we have touched upon. Others are more difficult to explain. Hopefully, at least by the end of the year, the scare problems will have evaporated, so that the New Year will start off on a bullish note. □

HEALTH & BEAUTY AIDS: SAMI FOUR-WEEK FOOD STORE UNIT TRENDS VS. YEAR AGO

PRODUCT GROUP AND CATEGORY	% CHANGE VS. YEAR AGO 4 WEEKS ENDING 8/20/82	4 WEEKS ENDING 9/17/82	4 WEEKS ENDING 10/15/82
BABY NEEDS	**+ 2.4%**	**± 0.0%**	**– 1.6%**
BABY POWDERS	+ 0.9	– 9.2	– 6.0
BABY OILS, CREAMS & LOTIONS	+ 0.7	– 0.8	– 4.7
INFANT CLOTHES	+ 1.1	+ 1.4	+ 0.4
NURSING SUPPLIES	+ 6.0	+ 6.5	+ 3.5
DEODORANTS	**+ 6.4%**	**+ 2.4%**	**+ 2.3%**
SPRAYS	+ 5.5	+ 2.3	+ 6.1
ROLL-ON	– 3.1	–11.6	–12.6
STICK DEODORANTS & PADS	+23.5	+21.5	+15.8
CREAMS	– 0.3	– 5.1	– 3.2
DEODORANTS & TALCUM POWDERS	– 3.1	+ 1.6	+ 3.9
FEMININE HYGIENE DEODORANTS	–11.1	– 6.0	– 9.0
FOOT DEODORANTS & ATHLETE'S FOOT REMEDIES	+ 2.6	– 0.9	+ 2.7
FIRST AID	**+ 6.1%**	**+ 3.6%**	**+ 2.8%**
ANTISEPTICS	+ 7.5	+ 1.9	+ 4.5
FIRST AID PRODUCTS	+ 5.6	+ 4.1	+ 2.4
HAIR CARE NEEDS	**+ 1.6%**	**– 1.1%**	**– 3.7%**
SHAMPOOS	– 2.8	– 0.3	– 4.1
HAIR SPRAYS	+14.0	– 3.7	– 1.5
HAIR CONDITIONING RINSES	+ 6.2	+ 0.3	– 4.8
HAIR SETTING NEEDS	+ 4.7	+12.3	+10.3
HOME PERMANENT KITS	+15.7	+ 0.6	+ 0.9
HAIR COLORING	– 2.4	– 2.4	– 3.9
HAIR DRESSING NEEDS	– 3.0	– 6.3	– 4.4
ORAL HYGIENE	**+ 3.6%**	**+ 2.7%**	**– 1.2%**
TOOTHPASTES & POWDERS	+ 6.1	+ 2.4	– 3.4
MOUTHWASHES	– 2.4	+ 4.9	+ 0.1
BREATH FRESHENERS	–12.6	– 9.2	–15.7
DENTURE CLEANERS	– 4.8	– 1.9	+ 4.0
DENTURE ADHESIVES	– 0.3	+ 0.9	– 1.7
TOOTHBRUSHES	+ 5.1	+ 4.4	+ 8.7
PROPRIETARY REMEDIES	**+ 1.5%**	**+ 3.9%**	**– 3.4%**
ANTACIDS	– 4.0	+ 0.5	+ 1.7
INTERNAL ANALGESICS	– 1.1	– 0.2	– 3.0
EXTERNAL ANALGESICS	+ 4.6	+ 2.1	+ 5.1
COLD TABLETS	+ 8.5	+ 7.7	– 9.1
NASAL SPRAYS—DROPS—INHALERS	– 1.6	+ 2.7	–15.1
CHEST RUBS	+ 1.0	+ 0.1	–15.7
COUGH REMEDIES	+11.0	+15.5	– 4.3
LAXATIVES	+ 4.1	+ 4.9	– 1.0
SLEEPING AIDS	+ 4.2	– 1.0	+ 1.0
TRANQUILIZERS	–27.8	–26.7	–29.0
VITAMINS	– 0.3	– 2.7	–10.2
EYE CARE PRODUCTS	+14.2	+13.8	+ 5.3
SHAVING NEEDS	**+ 1.0%**	**– 2.0%**	**+ 5.9%**
SHAVING CREAMS	+ 5.5	– 1.4	+ 9.9
PRE-SHAVE LOTIONS	+ 6.6	+ 0.1	– 4.3
AFTER-SHAVE LOTIONS	+ 2.8	+ 0.2	– 5.0
RAZOR BLADES	– 0.3	– 2.2	+ 6.6
RAZORS & BLADES	–14.5	–11.8	–14.4
SKIN CARE AIDS	**+ 4.3%**	**± 0.0%**	**–14.3%**
HAND & BODY CREAMS & LOTIONS	+10.9	+ 9.2	–20.6
FACIAL PREPARATIONS	+ 0.2	– 4.4	–14.4
LIP CARE PRODUCTS	+ 1.5	+ 3.0	–20.9
SUNTAN LOTIONS & OILS	+ 9.0	+15.3	+ 7.4
COSMETIC & MEDICATED SKIN AIDS	+ 0.6	– 7.1	– 2.0
TOTAL ALL CATEGORIES	**+ 2.8%**	**+ 1.7%**	**– 2.1%**